

# Fleishman-Hillard, JS<sup>2</sup>, Ruder Finn earn O'Dwyer Awards

By Kevin McCauley

Fleishman-Hillard, JS<sup>2</sup> Communications and Ruder Finn earned this month's "O'Dwyer Award for Excellence in Public Communication." They were honored for work in the food and beverage category.

The winners crafted creative PR programs that captured the attention of the media and drove sales for their clients.

the dessert dollars earned by the restaurant on a busy Saturday evening.

Ruder Finn, acting on research showing that women purchase nearly 80 percent of wine in the U.S., introduced the first wine, White Lie Early Season Chardonnay, targeted at multi-tasking females. RF forged a community of White Lie drinkers based on female friendship and support. It partnered with "chick lit" author Jennifer Weiner for a

in which consumers buying sandwiches received scratch-off cards for the chance to win a range of prizes.

The firm conducted a survey about the "challenges" of New Year's Resolutions, and found that most Americans break their resolutions before Valentine's Day. Sixty percent of them, however, said that getting support from an expert would help them "some" or a "great deal" in keeping their resolutions. Enter Subway pitchman Jared Fogel.

F-H research on the perception of Fogel, who lost 245 pounds while eating Subway's subs and is the chain's pitchman, showed he was viewed as more than a spokesperson. His real-life story was an "inspiration."

More than 130 million Americans are deemed overweight, and about half of that group is considered obese. F-H's strategy was geared to position Jared as "mentor to the masses," taping motivational messages for those struggling with their weight.

## AP kicked off media drive

F-H introduced the "Fresh Resolutions" campaign with an exclusive Dec. 27 story pitched to the Associated Press. "TV viewers are used to seeing Subway restaurant pitchman Jared Fogel in their living rooms. Now the world's largest sandwich chain wants to put him on the phone," wrote Matt Apuzzo.

The PR firm backed that up with a late December SMT and RMT that featured Fogel and Dr. Audrey Cross, Columbia University's Associate Clinical Professor. It staffed a week-long hotline consisting of American Dietetic Assn. member dieticians who provided advice to callers.

F-H drafted 60 20-second motivational messages (30 morning and 30 afternoon messages) for Fogel. Consumers signed up to receive these messages by visiting a Subway website that provided



Fleishman-Hillard staffers take a 'Subway' break. (L to R): Heidi Hovland, Senior VP & Senior Partner; John Armato, Senior VP & Partner; Shana Claudio, Account Executive; Krystyna Hall, Managing Supervisor; Claudia Quintero, Account Supervisor; Peter Collins, Senior VP.

They submitted a summary of media placements including audience reached. The trio described tangible results taken and supplied PR budgets.

F-H devised a program for the Subway sandwich shop chain that sparked sales during the traditionally "slow month" of January. Taking inspiration from Subway pitchman Jared Fogle, who lost 245 pounds from eating its subs, F-H developed a "motivational hotline" featuring Fogle for dieters having trouble keeping their New Year's resolution to lose weight. F-H earned a \$168,500 fee for the Subway work.

JS<sup>2</sup> transformed the casually, elegant and sophisticated Grace Restaurant in Los Angeles into Grace's Doughnut Shoppe every Wednesday evening. For less than a \$2,500 PR budget, JS<sup>2</sup> scored national coverage for Grace's gourmet savories. The bottom line for Grace: Wednesday's all-doughnut menu rivals

short-story contest in which women submitted White Lie short stories.

RF counts more than 373 million media impressions from the \$500K PR effort.

## Fleishman-Hillard/ Subway

January and February are "slow months" for the fast-food business, but especially tough for Subway, which rings up sales below the industry average.

Fleishman-Hillard was tapped to address that issue, though Subway had no new products or services to promote.

The Omnicom unit tied into an already planned "Fresh Resolutions" campaign



Continued on next page

## O'DWYER AWARD WINNERS FOR FOOD & BEVERAGE CAMPAIGNS

information about the healthy options offered by the chain.

A sample message:

"This is Jared from Subway Restaurants. You know there have been times in my life when people believed in me more than I believed in myself. I want you to know, I've traveled across America and met with people with little goals and giant goals, all of whom wanted to live a healthier life somehow and I've seen them do it. And I know you can do it to. Hang in there!"

Five motivational call registrants were randomly selected each week in January, and received a personal live call from Fogle.

### Tripled media objectives

F-H received more than 73 million media impressions during the month of January from the \$168,500 (fees) campaign. CNN Headline News, *Chicago Sun-Times*, *Houston Chronicle*, *Chicago Tribune's Redeye Edition*, Forbes online and MarketWatch were among key "hits."

More than 1.5M unique visitors registered on the Fresh Resolutions website, but more importantly Subway showed a seven percent jump in January sales.

F-H's Subway team includes Heidi Hovland, Senior VP & Senior Partner; John Armato, Senior VP & Partner; Peter Collins, Senior VP; Krystyna Hall, Managing Supervisor; Claudia Quintero, Account Supervisor, and Shana Claudio, Account Executive. ■

## JS<sup>2</sup> Comms./Grace Restaurant

Working on a PR budget of less than \$2,500, JS<sup>2</sup> Communications garnered more than 30 million media impressions for the Wednesday night "Doughnut Shoppe" at Grace Restaurant, a stylish dining establishment in Los Angeles.

JS<sup>2</sup> opened Grace in '03, and the restaurant was lauded by food critics for its reputation for excellence in service and cuisine.

Pastry chef Elizabeth Belkind picked up a loyal following for her hot, made-to-order gourmet doughnuts. Her strawberry-rhubarb jam-filled pastries become a hit as Grace's jelly doughnuts received

*Continued on page 24*

Nearly a Decade of Service  
to the Public Relations Industry  
Mention This Ad and Receive a Special Rate

The Nation's Premier Public Relations,  
Communications, and Strategy Firm  
Specializing in Radio

# Strauss Radio STRATEGIES, INC.

Nearly a Decade as the Radio Services Industry Leader

- Radio Tours With Strategic, Targeted, & High-Level Results
- Audio News Releases: Largest Distribution Network  
Most Premium Guaranteed Placements
- Other Services: PSAs, Actualities, Promotions, & DJ Remotes
- Expertise Includes Public Affairs, Healthcare, Technology,  
Entertainment, Sports, Spanish, African American, & More
- SRS Can Seamlessly Integrate With Your PR Team
- Best Service & Most Thorough Reports in the Industry

Call Us Toll-Free at  
**(866) 803-8600**  
[www.straussradio.com](http://www.straussradio.com)

Washington, DC:  
National Press Building  
529 14th Street, NW  
Suite 1163  
Washington, DC 20045  
[info@straussradio.com](mailto:info@straussradio.com)

New York:  
260 Fifth Avenue  
9th Floor  
New York, NY 10001  
(212) 897-2066  
[newyork@straussradio.com](mailto:newyork@straussradio.com)



## O'DWYER AWARD WINNERS FOR FOOD & BEVERAGE CAMPAIGNS

### O'Dwyer awards

Continued from page 23

notices in *Time*, and Food TV's "Inside Dish with Rachael Ray."

Belkind soon developed a cache of doughnut recipes, which led to the decision of Owner/Chef Neal Fraser to turn over Wednesday's dessert menu completely to Belkind's doughnut creations.

JS<sup>2</sup> was used by Grace to position the Doughnut Shoppe as a "gathering place for people-in-the-know on Wednesday nights."

The firm hired Gary Moss, a top food photographer, for a photo shoot of Belkind's doughnuts. To maximize the cost effectiveness of the shoot, Moss took pictures of other dishes as well.

JS<sup>2</sup> President Jill Sandin and Account Executive Amanda White formally announced the opening of Doughnut Shoppe via a June press release sent to local/national print and electronic media.

The release said "what the team at Grace has done for New American Cuisine-that is to elevate it to a delicious

art form-they have now done for doughnuts." The Doughnut Shoppe "brings back customers' happy childhood memories as it serves a scrumptious variety of homemade delicacies and also creates a familial atmosphere that makes a meal so much more than



**Doughnuts from Grace Restaurant's Pastry Chef Elizabeth Belkind.**

just 'dinner out.'"

The release told of "sophisticated and utterly irresistible treats" such as brown sugar doughnuts accompanied by black-berry preserves, beurre noisette and fresh berry salad, and chocolate hazelnut beignets with bananas foster. Each menu selection featured three doughnuts and was priced at \$9.

JS<sup>2</sup> arranged a doughnut testing event in July for journalists representing media such as *Daily Candy*, *Trump World*, *Wallpaper*, *Robb Report*, *Saveur* and *InStyle*.

Rave reviews soon followed. DC hailed Grace's "wicked confections" and a "selection of original gourmet doughnuts and homemade ice creams using the freshest ingredients." *Food & Wine* was



**(L to R) Account Executive Amanda White and JS<sup>2</sup> President Jill Sandin.**

happy that doughnuts made it to Grace, which it described as a "sophisticated L.A. nightspot."

*Nation's Restaurant News* interviewed Belkind, and called the Doughnut Shoppe the "sort of event that is likely to have word-of-mouth appeal. She told NRN: "My dessert sales on Wednesday nights are now pretty much equal to Saturday nights. And about 50 percent of people order dessert now on Wednesdays, where on a Tuesday it might be 30 percent." ■

### Ruder Finn/ White Lie Early Season Chardonnay



Ruder Finn scored more than 373 million impressions in nearly 700 media outlets for its push for

White Lie Early Season Chardonnay, a product of Beringer Blass Wine Estates.

Understanding that women purchase 80 percent and drink about 60 percent of wine sold in the U.S., White Lie was introduced in '05 as the first premium California wine "designed by women for women." It is 25 percent lower in alcohol and calories than other Chardonnays and was pitched by RF as the "alternative for busy women who are looking for guilt-free indulgence."

RF kicked off the \$500K campaign in April by focusing on the story of the three women at Beringer Blass-Jane Robichaud, Winemaker; Tracey Mason, Director of Global Innovation, and Bettina Ferrando, New Product Manager, who created the wine.

They told of a quest for an everyday wine that is refreshing and lower in alcohol. "We, like many other women have a lot going on, balancing career, family and time with friends," they explain on the White Lie website. "Trying to be on top of it all, especially during the week, often means giving up the wine we love. So a great tasting, low alcohol wine for everyday seemed like the perfect solution. And we discovered women across the U.S. agreed."

RF forged a partnership with Jennifer Weiner, a top chick lit author. White Lie and Weiner were introduced to 20 top editors (*Glamour*, *Shape* and *Wine Spectator*) at the high-end Cornelia Day Resort spa in New York City.

Those who could not attend were treat-

Continued on next page



**Ruder Finn San Francisco White Lie team members (L to R): Ha Thai, Senior Account Executive; Sarah Youngbauer, Account Executive; Lisa Duszak-Novak, Vice President; Rebecca Goldfarb, Senior Strategist, Interactive Design.**



Ruder Finn New York White Lie team members (L to R): Melissa Barnes, Account Supervisor and Julie Rosenberg, Account Executive.

ed to “desk-side tastings” and “wine at five” happy hours held at magazines throughout New York City.

The PR firm ramped up a “My White Lie” short story contest, which was judged by Weiner. The competition was timed to coincide with Weiner’s “Goodnight Nobody” book tour and the release of the movie “In Her Shoes” that was based on her book.

**NYT ‘gets it’**

The *New York Times* ran a piece that analyzed the promotional push behind White Lie. It was headlined “Luring Women with the Chick Lit of Wine.” The wine has a “promotion involving Jennifer Weiner, a best-selling chick-lit author. The corks carry messages, familiar white lies like ‘I’ll be home by 7’ and ‘It’s my natural color.’”

The Times talked to Mason, Robichaud and Weiner. “Women also tend to give up things, whether it’s time for themselves or a gooey dessert or that second glass of wine,” said Robichaud.

Other major “hits” for White Lie include *USA Today* (light, bright and a woman’s delight), *U.S. News & World Report*, *BusinessWeek*, Associated Press, *Family Circle*, *Woman’s World*, *Denver Post*, *Shape*, ABC World News Tonight and Good Morning America.

RF’s White Lie team includes Lisa Duszak-Novak, VP; Rebecca Goldfarb, Senior Strategist; Ha Thai, Senior Account Executive and Sarah Youngbauer, Account Executive in San Francisco. Melissa Barnes, Account Supervisor, and Julie Rosenberg, Account Executive, handle White Lie in New York. ■



“...we put your photo where the editors are looking!”™

Our slogan says it all. We have been photographing PR assignments and distributing photos to the media for more than 20 years.

When your image is on the line call: (877) 944 - PHOTO.

- 1,500+ Photographers Worldwide
- AP Photo Distribution to 1,000 Newspapers
- NewsCom web posting to 8,000+ Editors
- International Photo Distribution • B-roll
  - News Release Distribution •
- Discounts for multiple assignments & distributions •



[www.FeaturePhoto.com](http://www.FeaturePhoto.com)



[editor@featurephoto.com](mailto:editor@featurephoto.com)

( 2 1 2 ) 9 4 4 - 1 0 6 0

# PROFILES of FOOD & BEVERAGE PR FIRMS

## M BOOTH & ASSOCS.

300 Park Ave. South  
New York, NY 10010  
212/481-7000  
www.mbooth.com

**Margaret Booth**, *President*  
**Richard Goldblatt**, *SVP, Director,*  
*Consumer Products*  
**Jennifer Teitler**, *SVP, Consumer*  
*Products*

A leader in food/beverage marketing and boasting a pantry full of leading national brands, M Booth & Associates baked up a storm this year for its food clients. On the new account front, Unilever's Wish Bone salad dressing retained the firm to help introduce an exciting new breakthrough product in the category.

The year was filled with a full plate of activities: for Country Crock Side Dishes, the agency worked with mega star Kelly Preston to help deliver comfort food to thousands of troops and their families at the world's largest military holiday party at the Little Creek Training Facility in Virginia. The delivery made national news and helped secure the brand's position as a leader in the chilled foods category. For Arm & Hammer Baking Soda, the agency conducted a search for the Kid with the Sharpest Taste Buds. The contest featured hundreds of kids nationwide vying for top taste honors and netted national coverage that helped trigger an uptick in sales.

M Booth is also bringing back

romance icon Fabio in a national campaign for I Can't Believe It's Not Butter. Fabio is appearing on national broadcast TV to highlight the new rich, creamy taste of the leading margarine spread. For Ben & Jerry's, we supported the brand's Lick Global Warming campaign with two events. The icing on the cake was an event held on the lawn of the Capitol Building to protest drilling in the Alaskan Arctic National Wildlife Refuge by creating the World's Largest Baked Alaska made with Ben & Jerry's Fossil Fuel ice cream. For those who dream of saying, "I'm with the Band," we conducted a nationwide search for an "Enviro-Roadie" who joined Dave Matthews Band on tour as Ben & Jerry's global warming ambassador. Concert goers were treated with a scoop of the new flavor, Dave Matthews Band Magic Brownies.

On the nutrition front, M Booth recently announced Unilever's trans-fat free reformulations across its margarine portfolio. Past clients include Take Control, Promise, Cheez-It, Vienna Fingers, Snickers, Tribal Tonics and the Snack Food Association.

## CKPR

225 N. Michigan Ave. 25<sup>th</sup> Floor  
Chicago, IL 60601  
312/616-9600  
www.ckpr.biz  
Offices in Chicago, New York,  
Milwaukee, Phoenix, Orlando

**Joel Curran**, *Managing Director*

At CKPR, bread and butter is



**Employees of CRT/tanaka's New York office with America's most beloved chef, Emeril Lagasse, and Marc Navarre, president of All-Clad Metalcrafters.**

our bread and butter – literally. CKPR has built a thriving food and beverage practice by taking an integrated approach to building brands. CKPR's client experience includes many of the top names in the industry, including Alberto Culver brands, Barton Brands, Birds Eye, ConAgra, Gallo and others. CKPR's expertise spans restaurants and fast-casual brands like Au Bon Pain, Uno Chicago Grill, Broaster's and D'Angelo's, to packaged goods brands such as Andre Twist & Pop, Caravella Liqueurs, Corona Beer, Cook's Hams, Egg Beaters, Reece's Bites, Kit Kat Bites, York Bites, Hershey's Candy Factory, Hershey's Kissmobile, Mrs. Dash's, Baker's Joy, Molly McButter, Reddi-wip and 1792 Bourbon, among others.

CKPR has been recognized for its ability to go beyond publicity and apply brand planning and strategy through a public relations lens. Agency staffers are considered experts on nutrition issues and trends, and CKPR is currently working with industry and academic food and nutrition thought leaders to help shape institutional and public policies and perceptions. As a result, CKPR consistently delivers a successful blend of measurable business and communications results that demonstrate greater brand value to consumers, influencers and key stakeholders.

## CARMICHAEL LYNCH SPONG

800 Hennepin Ave.  
Minneapolis, MN 55403  
612/375-8500  
www.carmichaelyllynchspng.com

**Douglas K. Spong**, *Managing Partner*

**Julie Batliner**, *Partner and Chair,*  
*Food and Beverage Industry Group*

Carmichael Lynch Spong is one of the nation's premier food and beverage firms, representing several of the biggest brands in grocery retail, c-store, foodservice and food processing. The firm represents several General Mills brands, Jack Links and Cargill. These clients are attracted to CLS for its reputation as the champion of best practices in both traditional consumer packaged goods and natural and organic foods.

The firm works with clients on a variety of communications needs; from growth in market share to growth in same-store sales; nationally focused company positioning and local-market promotions; enhancing relationships with consumers and stakeholders; and developing key influencer, trade and supplier partnerships.

Carmichael Lynch Spong was named the Mid-sized Agency of the Year in 2004. From its Minneapolis headquarters and offices in New York, Chicago and Denver the firm ignites and sustains momentum for a select, but envied portfolio of blue-chip clients.

## COHN & WOLFE

292 Madison Avenue  
New York, NY 10017  
212/798-9705  
www.cohnwolfe.com

**Michael O'Brien**, *President & GM*  
**Elizabeth Beck**, *Executive VP*  
**Barbara Cohen**, *Senior VP*

*Continued on next page*



**Cohn and Wolfe helped one of America's most beloved icons, the Pillsbury Doughboy, celebrate the big 4-0 and kicked off a year long celebration in New York City with a birthday bash in Times Square. Special guests, including kids from the Bronx, came out to send him off on a cross-country 40th Birthday Taste Tour to benefit Boys & Girls Clubs of America.**

Cohn & Wolfe defines itself as a “bigtique.” Operating in the fast-moving, client-centric style of a boutique agency, we create and implement powerful communication programs for our clients that contribute to building their brands. At the same time, we provide the resources of a premier marketing network, leveraging the global network of WPP Group.

Over the last three decades, Cohn & Wolfe has represented clients in just about every aisle in the supermarket. We have launched literally hundreds of products. Even more often, we are challenged to create news about established ones and have been extremely successful in creating equity building programs for leading brands. We also serve up ideas that really sizzle at the integrated marketing table and help create multiple touchpoints with the consumer.

In the F&B arena, our clients include The J.M. Smucker Company, representing such brands as Smucker’s, Jif, Crisco, Pillsbury and Hungry Jack; Taco Bell and Weight Watchers International, Inc.

**CONE**

855 Boylston Street  
Boston, MA 02116  
www.coneinc.com  
617/227-2111

**Jens Bang**, *President and CEO*  
**Bill Fleishman**, *EVP, Brand Marketing Group*  
**Peggy O’Shea Kochenbach**, *VP, Brand Marketing Group*

Cone is a strategic marketing and communications agency dedicated to helping companies build their brands and strengthen relationships with key stakeholders. Cone was founded on a love of consumer products and services and, for over 25 years, we have worked with many leading food brands and organizations to help them build awareness and credibility.

Cone’s passionate commitment to making a difference in the category began with Bread & Circus, when we helped position them as one of the early industry innovators. Today, we work with brands such as Nestle Waters, Green Giant, Lindt, Starbucks New England, Annie’s Homegrown, Fantastic Foods and Colombo Yogurt, among others. Our areas of expertise include: product introductions, product revitalizations, influencer programs, special events, guerilla marketing, crisis prevention/management and in-store events.

**CONTEXT MARKETING**

100 Ebbtide, Building 3  
Sausalito, CA 94965  
415/289-7575  
www.contextmarketing.com

**Bob Kenney**, *President*

Not only are many of the country’s food and beverage trends born in California, the state also has a way of amplifying the issues commanding the attention of food marketers. As one of the larger PR firms in California specializing in food and beverage marketing communications, we are uniquely positioned to identify these trends for our clients and help them to understand the many issues influencing consumer purchase.

“Context” describes our way of looking at marketing. Someone thinking contextually, whether about brands or issues, must take a broader approach to problem-solving, creatively engaging audiences in the places where they look for information. Increasingly, this is not just the media but also the many forms word-of-mouth assumes in our society.

We believe our approach makes us highly responsive to our clients and also reflects real world client needs, where brand building and reputation management are flip sides of the same coin and effective marketing communications requires constant attention to emerging issues and the interests of diverse audiences and stakeholders.

**CRT/TANAKA**

320 West 13th Street  
New York, NY 10014  
212/229-0500  
Fax: 212-229-0523  
www.crt-tanaka.com

**Maria Kalligeros**, *Executive VP*  
**Ellen LaNicca**, *Executive VP*

CRT/tanaka is an award-winning public relations and marketing firm, known for creative solutions and workplace culture. The agency was formed in 2005, when Carter Ryley Thomas acquired New York consumer specialist Patrice Tanaka & Company, Inc. to form one of the top independent agencies in the country. Headquartered in Richmond, VA, and New York, with offices in Los Angeles, Charlotte, N.C., and Norfolk, VA., CRT/tanaka specializes in three practice areas – Consumer, Health and Corporate. The agency’s New York-based Consumer Practice is known for



**EURO RSCG Magnet unveiled French’s “Gourmayo” Wasabi Horseradish Flavored Light Mayo, with chicken sandwiches presented by Sarah Ferguson at Stage Deli on 834 Seventh Avenue and 53rd Street.**

its specialties in brand marketing PR, cause and event marketing and marketing to women. Current agency clients in food & beverage include:

Atkins Nutritionals, Inc., market-leading portable nutrition foods company offering great-tasting bars and shakes under the Atkins Advantage® brand. Agency work includes brand repositioning via corporate, trade and consumer media relations, sponsorships and product sampling at events such as Fashion Week and influencers outreach.

All-Clad Metalcrafters, premium cookware manufacturer. Agency work includes media relations; the All-Clad “Outstanding Chef” Award at the annual James Beard Foundation Awards; programs involving master chefs such as Thomas Keller and Ming Tsai; and building the Emerilware brand via press/consumer events, book signings and retailer dinners.

Cocktails by Jenn, premium cocktail couturier that produces ready-to-drink naturally flavored vodka martinis. Agency work includes media relations, “influentials” outreach and participation in celebrity events.

DeLonghi, Italian small electrics manufacturer including a line of food preparation and cooking appliances. Agency work

includes media relations and strategic partnerships with like-minded Italian companies, such as Vespa. DeLonghi’s cutting edge design food preparation products have been featured on hit TV programs such as “Jake in Progress,” “Entourage,” “Kitchen Confidential,” VH1’s “The Surreal Life,” and in upcoming movies, such as Lindsay Lohan’s “Just My Luck,” scheduled for release in fall 2006.

Rioja Wine, located in north central Spain, Rioja is Spain’s most recognized wine region and one of two areas designated with the prestigious Denominación de Origen Calificada (D.O.Ca.) appellation – Spain’s highest wine designation given to wine regions that have consistently demonstrated the highest quality levels over many years. CRT/tanaka is conducting an integrated and interdisciplinary brand marketing campaign, including traditional public relations; special events; “product seeding” among key influencers; on- and off-premise promotions; Internet marketing and advertising to target demographic groups, including Baby Boomers, Gen X and Gen Y audiences.

Salter, premium kitchen and bath product manufacturer. CRT/tanaka’s work includes

*Continued on page 28*



**Some of America's hottest chefs showed up at the Third Annual Culinary Arts Festival in Bermuda last October. Top culinary stars secured by Lou Hammond & Associates included (pictured left to right) Rick Tramonto, Tru; Anthony Bourdain, Kitchen Confidential author and event host; and iconic New York chef Michael Lomonaco.**

## CRT/Tanaka

*Continued from page 27*

media relations and "influentials" outreach.

Taylor Precision Products, manufacturer of kitchen scales and thermometers, bath scales and body analyzers. Agency work includes media relations, special events and strategic partnerships.

Food and beverage brands that CRT/tanaka have represented include Godiva Chocolatier, Walnut Acres, Newman's Own, Lipton Recipe Secrets, Maille Mustard, Lea & Perrins, Consorzio Pecorino Romano, Hostess Snack Cakes, Coors Brewing Co., Stolichnaya Russian Vodka, Korbel Champagne, Noilly Prat Vermouth, Krispy Kreme Doughnuts, Eskimo Pie and The Switch Beverage Company.

## DeVRIES PR

30 East 60th Street  
New York, NY 10022  
212/891-0400  
Fax: 212/644.0291  
email@devries-pr.com

**Madeline Devries, President**

DeVries has far-reaching experience generating buzz for lifestyle brands including Tupperware, Tropicana, Ecco Domani wines, Gallo Family Vineyards and Pepperidge Farm, to name a few. Through its creative, impactful programs, the agency has firmly established relationships with epicurean, health/fitness and lifestyle media, as well as with credible experts

and leaders in each field.

The agency's exceptional programs for its wine clients include a newly created, state-of-the-art Gallo Tasting Room, providing an exceptional forum for media to experience a real taste of the vineyards. Entertaining and educational winemaker- or chef-hosted events are specially tailored to each audience. DeVries media outreach on behalf of its wine clients has garnered coverage in national lifestyle media outlets that never before made mere mentions of wine.

One of the Food and Lifestyle practice's most successful initiatives is the Ecco Domani Fashion Foundation, an annual program now in its fifth year that supports up-and-coming designers with financial grants to produce fashion shows during New York's Fall Fashion week. Media outreach for the Ecco Domani Fashion Foundation has earned extensive national broadcast and print media attention. Ecco Domani Fashion Foundation winning designers have gone on to receive national acclaim and win coveted industry awards.

DeVries' unique business model provides each of its clients with executive management attention and a devoted account team. Sophisticated brand marketing and comprehensive, thoughtful programs create powerful results.

## DOME HK

61 W. Hubbard St.  
Chicago, IL 60610  
312/836-2900  
www.domehk.com

**Doug Dome, President**

At Dome, we have an appetite

for successful programs and a craving to make our clients happy with the results. Dome HK's food and beverage experience includes branding, trade and consumer media relations, new product introductions, promotions and events.

Having managed more than 40 national food and beverage product introductions for companies like The Hershey Company, ConAgra Foods, Dean Foods, Kraft and Sara Lee, the firm has knowledge of the food and beverage industry, trends and media.

Current clients include ACNielsen, Chase, Cingular, Cold Stone Creamery, DBS, The Hershey Company, Itelligence, Marriott, Mizkan Americas and Verizon.

## EURO RSCG MAGNET

110 Fifth Ave.  
New York, NY 10011  
212/367-6800  
www.eurorscg-magnet.com

**John Margaritis, Exec Director,**  
*Euro RSCG Worldwide PR*  
**Laura Sturtz, EVP, Chief Creative**  
*Officer, Euro RSCG Magnet*  
**Roy Bumsted, EVP, National**  
*Consumer Practice*

Euro RSCG Magnet is one of the very few PR firms whose executive team not only has launched, promoted and protected brand-name food and beverage products, bars & restaurants and industry organizations, but has a proven track record in designing new products and packaging and establishing new markets and lines of business for our clients' offerings. From farm gate to dinner plate, Magnet professionals have worked across the entire food and beverage chain from Absolut to agribusiness, Nestlé to nutraceuticals, Splenda to spirits and Pepsi to packaged goods. Notable 2005 client assignments included: Launching Heineken Premium Light Lager; U.S. introduction of French's GourMayo for Reckitt Benckiser; creation of "Petit Plats" professional chef recipe contest for Baron Philippe de Rothschild Mouton Cadet wines and "Cocktails for a Cause" charity events for Absolut Level.

Our programs typically are multi-dimensional, building from a strong core of media relations to include strategic marketing partnerships, promotions, direct contact marketing (samplings, street events), viral/word of mouth, ambush marketing at major events (Grammys, MVAs, Sundance) and a range of cause-related exe-

cutions. All elements are carefully selected and orchestrated to insure on-strategy, on-time, on-budget and on-point results.

## 5WPR

45 West 45<sup>th</sup> Street, 5<sup>th</sup> Floor  
New York, NY 10036  
212/999-5585; fax: 646/328-1711  
www.5wpr.com

**Ronn D. Torossian, President/CEO**

5W Public Relations has extensive food and beverage experience including branding, new product launches, promoting new line extensions, repositioning mature products, convention programs, in-store promotions, product placement and trade and consumer product publicity. We have the background, experience, know-how and contacts to ensure the best results. We influence the influencers and build your bottom line.

Experience includes: Evian, Fine Foods from Israel (KosherFest), McDonald's, Seagram's Coolers, United States Beverage, Grolsch Premium Lager, The Triomphe Restaurant at Manhattan's Iroquois Hotel, Black Dog Ale, Shock Coffee, Chef Hilly's Kitchen, Royal Wine Corporation, Justin's Restaurant (New York), The Full Plate (San Francisco), Barkan Wines, Lumiere Restaurant (Newton, MA).

## FLEISHMAN- HILLARD

200 North Broadway  
St. Louis, MO 63102-2796  
314/982-1700  
www.fleishman.com

**John Graham, CEO**  
**Jamie Greenheck/Janet Greenlee,**  
*Food/Ag Practice Co-Chairs*

Fleishman-Hillard, an Omnicom company, counsels clients in every link in the food chain -- from farm to fork. The practice group leads the industry with more than 100 specialists who understand how each segment of the food chain is interrelated. Using a "think global, eat local" philosophy, FH combines in-depth knowledge of industry issues—including obesity/nutrition, food safety/security, workforce issues, food and beverage marketing, investor/member relations, environmental concerns and freedom to operate pressures—with an understanding of local cultures, audiences and needs.

*Continued on next page*

The team includes former journalists, brand marketers, culinary specialists, public affairs experts, "farm kids", scientists, registered dietitians, product recall experts, public health specialists, investor relations and corporate communications specialists, and former staff members to federal agencies including the USDA, FDA and CDC. Clients include PepsiCo, Gatorade, Quaker, Dannon, Subway, Bumble Bee Seafoods, Dow, Nutrients for Life Foundation, Council for Biotechnology Information, Viking, McCain Foods, U.S. Potato Board, and Mirassou Winery.

**FRENCH|WEST|  
VAUGHN**

112 E. Hargett St.  
Raleigh, NC 27601  
919/832-6300  
www.fwv-us.com

**Rick French, President/CEO**  
**Lauren Taylor, Exec VP, Partner**  
**David Gwyn, Sr. VP, Partner**

FWV's Raleigh, N.C. headquarters is home to one of the nation's largest Food and Beverage practice areas. The agency provides innovative PR solutions for many of the world's leading companies and brands including the Coca-Cola Company (Nestea COOL and ICE launch) and Diageo North America (Bulleit Bourbon brand).

Previous client experience includes work for Brinkers International for its Maggiano's Little Italy restaurant chain, ConAgra, Nabisco Foods, Brown Forman, Canandaigua Wine Company and many others.

FWV's New York City office is also highly regarded for its experience in the category, making the combined forces of both offices hard to beat for strategy, execution and results.

Product launches have included Nestea COOL, Nestea ICE, Diet Nestea, Arbor Mist wine, Bulleit Bourbon and Pemmican Beef Jerky. FWV launched these products in key markets across the U.S. with hospitality coordination, strategic planning and complete media outreach campaigns. The agency also identified the core target audiences and executed "experimental" programs to stimulate product trials and awareness.

**GBA PR**

4920 Conference Way South, #8  
Boca Raton, FL 33431  
561/241-8900  
www.gbaf.com

**Gail Becker, President**

GBA PR is a full-service agency specializing in health and nutrition communications for more than 25 years. The firm's employees include registered dietitians, PR practitioners, home economists, customer care experts, writers and media relations specialists.

Services include corporate and product publicity, media tours, VNRs, special events, website development, surveys, educational materials, recipe development, crisis communications, scientific roundtables and symposia, cookbooks, contests, direct mailings and convention representation. Food and beverage clients have included Sweet 'N Low, Butter Buds, Sugar In The Raw, and NBTV.

**GIBBS & SOELL**

600 Third Avenue, Sixth Floor  
New York, NY 10016  
212/697-2600; fax: 212/697-2646  
www.gibbs-soell.com  
cmallozzi@gibbs-soell.com

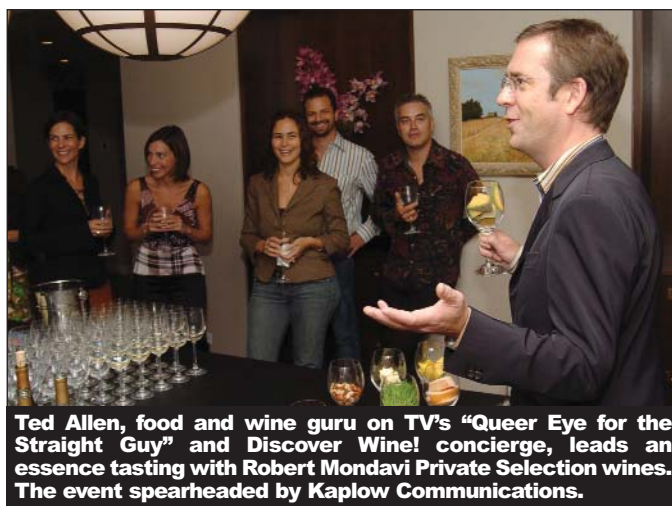
**Cos Mallozzi, President and CEO**  
**Luke Lambert, Senior VP**  
**Jeff Altheide, Senior VP**

Gibbs & Soell, Inc. has a proven track record in the food and beverage industry. We work closely with brand owners, bottlers, distributors, foodservice providers, franchises, grocers, growers, manufacturers, material suppliers, and retailers to create strategic and high-impact campaigns. Our experience includes successful promotion of carbonated beverages, dairy goods, fruits, grains, food ingredients, health foods, juices, frozen foods, meat products, nuts, vegetables and water.

Our clients also benefit from the agency's expertise as the leading agricultural public relations firm. This allows us to draw on our extensive relationships and knowledge to deliver the highest-value programs throughout the food chain.

Gibbs & Soell offers a wide-range of services including strategic counsel, media relations, coalition building, and channel communications. Available sales support activities include the creation of collateral materials, presentations, newsletters, websites, as well as brand and messaging consulting, spokesperson training, and tradeshow support.

Whether launching a new product, expanding existing lines, or penetrating new markets, we will create a strategic solution tailored to your needs. We take pride in our



**Ted Allen, food and wine guru on TV's "Queer Eye for the Straight Guy" and Discover Wine! concierge, leads an essence tasting with Robert Mondavi Private Selection wines. The event spearheaded by Kaplow Communications.**

"roll-up-our-sleeves attitude" and want to put the power of Gibbs & Soell to work for you.

Clients: AGA Foodservice Group, Cargill Inc., The Dow Chemical Company, Eastman Chemical Company's Specialty Plastics Business Organization, Liquid Container LLC, NatureWorks LLC, Pepsi Americas, Quest International, Sheetz, Inc. and Syngenta.

**LOU HAMMOND &  
ASSOCS.**

39 E. 51st St.  
New York, NY 10022  
212/308-8880  
www.louhammond.com

**Lou Rena Hammond, Founder  
and President**

Lou Hammond & Associates creates cost-effective, innovative marketing communications campaigns for restaurants, chefs, epicurean events and food / beverage products that define leadership positions for them and positively affect their bottom lines.

Highlights include:

Reopened the famed Peacock Alley at The Waldorf=Astoria after a \$5 million dollar renovation and secured Executive Chef Cedric Tovar's status as a rising star on the national culinary scene.

Positioned Havana Central as a leading brand in the burgeoning Latin casual restaurant arena filling the Cuban niche, with the opening of flagship operation in Times Square.

Created national recognition of The Quarter at Tropicana Casino and Resort as a dining destination with the promotion of its restaurant collection.

Capitalized on Providence, RI's boasting more degreed chefs than any other urban center in the country by positioning the city as an exciting new dining destination.

Conceived and continue to raise the profile of the annual Bermuda Culinary Arts Festival.

Facilitated the re-branding of Great Performances, the New York-based catering / events management company, and its eight restaurants in some of the city's most prestigious cultural institutions.

Developed a new revenue

*Continued on page 30*



**Contestants compete in the 4th annual Old Bay Peel & Eat Shrimp Classic in Baltimore, Md., on Labor Day Weekend, 2005. The event was created by Hunter Public Relations.**



**Friendly's "Mobile Marketing Sampling Tour" provided relief from the heat last year with free samples of ice cream to generate awareness of the company's new Friend-Z products. The campaign was spearheaded by Laughlin/Constable.**

## Lou Hammond

*Continued from page 29*

stream for Peninsula Grill in Charleston, S.C., by launching a successful mail order operation for its Ultimate Coconut Cake.

Represented the Montreal High Lights Festival, showcasing the city's dynamic dining scene with a number of high profile culinary events which garnered coverage in major publications worldwide.

Maintained Tavern on the Green's momentum as the nation's highest grossing restaurant with record revenue in 2005.

## HOPE-BECKHAM

13 Corporate Sq. #100  
Atlanta, GA 30329  
404/636-8200  
www.hopebeckham.com

**Paul Beckham, Chairman**  
**Robert Hope, President**

Hope-Beckham remains committed to being a top resource for PR, event marketing and business consulting.

Services include general PR, media tours, sports marketing, product launches and crisis management. Clients include: Caribou Coffee, Church's Chicken, The Coca-Cola Company, General Mills, McCormick & Schmick's Seafood Restaurants and Rare Hospitality-Bugaboo Creek Steak House.

## HUNTER PR

41 Madison Avenue, 5<sup>th</sup> Floor  
New York, NY 10010-2202  
www.hunterpr.com

**Grace Leong, President**

Hunter Public Relations is one of the most recognized names in food, beverage and spirits marketing communications. The 48-person, independently owned and operated firm handles all facets of strategic marketing PR including creative brainstorming and facilitation, media relations, special event production, product introductions, anniversaries, nutrition and recipe initiatives, contests, local market events, spokesperson tours and crisis counseling.

Revitalizing mature brands,

creating buzz around new products and building awareness among key influencer groups are among the firm's specific areas of expertise.

Clients include some of the strongest and most respected brand names in food and beverages: Kraft Foods (numerous brands including Jell-O and Kool-Aid), The Wrigley Company, Campbell Soup Company, McCormick & Company, Inc., McIlhenny Company (Tabasco pepper sauce), E&J Gallo Winery and Coldstone Creamery.

## JS<sup>2</sup> COMMS.

661 N. Harper Ave., Suite 208  
Los Angeles, CA 90048  
323/866-0880  
www.js2comm.com

**Jill Sandin, President**  
**Jennifer Lollie, GM NYC/VP**  
**Rebecca Hutchinson, VP**  
**Amanda White, A/E**

Founded by Jeff Smith and Jill Sandin in 2001, JS<sup>2</sup> Communications is a Los Angeles based public relations agency dedicated to providing clients with strategic solutions, candid counsel and tangible results. The agency's New York office opened in early 2005. Comprised of a dynamic group of seasoned professionals, the JS<sup>2</sup> team is passionate about its relationships with niche-defining brands and its partnerships with the teams that build them.

JS<sup>2</sup>'s F&B expertise is grounded in integral partnerships with some of the most acclaimed chefs and restaurants in the country, including Bradley Ogden and his eponymous, James Beard-award winning restaurant at Caesars Palace in Las Vegas; Michelin three-star chef Guy Savoy and his restaurant at the same location; Neal Fraser and Grace, and Ben Ford and Ford's Filling Station in Los Angeles; and Robert Gadsby and Noé Los Angeles, Noé Houston, and 676 in Chicago. Long-standing client relationships with international specialty coffee and tea retailer The Coffee Bean & Tea Leaf and Elixir Tonics & Teas round out the agency's F&B retail expertise. Tony Roma's is a newcomer to JS<sup>2</sup>'s client roster, and notable, long-term past clients include: Starbucks, Jamba Juice, Maggiano's California Pizza Kitchen, Baja Fresh, Levy Restaurants, Il Fornaio, Whole Foods, Einstein Bros. Bagels, Stolichnaya, McAllan Scotch, Remi Martin, and more.

## KAPLOW COMMS.

19 West 44<sup>th</sup> Street, Suite 601  
New York, NY 10036  
212/221-1713; fax: 212/768-1960  
www.kaplowpr.com

**Liz Kaplow, President and CEO**  
**Margie Cader, Executive VP,**  
*Consumer Lifestyle Division*  
**Bonnie Rothman Morris,**  
*Creative Director/Senior VP*

Kaplow Communications is an independent national public relations agency that specializes in building brands. The agency is known for partnering with its best-in-class clients to produce innovative, creative programs that capture media attention and start conversations among target audiences. The end result? A call-to-action.

Kaplow represents the Robert Mondavi Lifestyle Brands (Robert Mondavi Private Selection and Woodbridge) and Papio wines. Notable programs in 2005 include: Launched Discover Wine! – an innovative wine website, with Ted Allen, from "Queer Eye" as the spokesperson; Promoted Woodbridge Winery's annual Blessing of the Grapes ceremony and first annual PrimoVino festival to establish Lodi as the next U.S. wine destination.

Kaplow also counts pioneering brands eBay, Target, Avon mark and Shiseido as long-term clients. The agency has been named Small Agency of the Year (2004 *Holmes Report*); Top Specialist, Boutique, Small and Midsize Firm (2005 *Holmes Report*); Best Agency to Work For (2004 *Holmes Report*); WWD PR Agency "It List" (2004) and has received Target Corporation Vendor Award of Excellence for PR Campaign (2002, 2003 & 2004). Kaplow also has practices in Technology, Lifestyle, Home, Beauty and Consumer Health.

## KELLEN COMMS.

5775 Peachtree-Dunwoody Rd.  
Bldg. G, Ste. 500  
Atlanta, GA 30342  
www.kellenpr.com

355 Lexington Avenue, 17<sup>th</sup> Floor  
New York, NY 10017

**Keith Keeney, VP, Atlanta**  
**Peter Rush, President, New York**

Kellen Communications is a recognized leader in the public relations field. Kellen offers a variety of professional services to dozens of food clients, including: the Distinguished Restaurants of

*Continued on next page*



**Vick Gwinn (left) from Mrs. Cubbison's Foods; Chef Giovanni Del Rosario, L.A. Trade Tech Culinary instructor (2nd from left); and Chef Steve Kasmar, Director of the Culinary School (3rd from left), pose with seven semi-finalists in the school's eighth Annual Mrs. Cubbison's Thanksgiving Stuffing Cook-Off, supervised by Lee & Associates.**

North America, the Calorie Control Council, the National Association of Margarine Manufacturers, Procter and Gamble, Juice Products Association and Unilever.

Kellen Communications helps clients reach key audiences. Our award-winning public relations professionals (including dietitians and food technologists) have valuable contacts at leading publications and health organizations. We have also been successful in promoting research studies at major universities.

For example, Kellen Communications worked with the National Association of Margarine Manufacturers to provide a grant to the University of Texas Southwestern Medical Center to study the margarine vs. butter issue. Kellen Communications provided extensive media exposure, a satellite media tour, a video news release and full-page newspaper advertisements regarding the remarkable findings (regular soft margarine significantly lowered cholesterol levels when compared to butter). Including follow-up advertising and PR efforts, more than 80 million people received positive messages about margarine and margarine sales increased by 10% in a matter of weeks.

Kellen was tapped to launch the first-ever awareness campaign for the Distinguished Restaurants of North America. In a few months, traffic to the organization's website shot up 50% and DiRoNA received coverage on the front-page of *Good Housekeeping*, on ABC, CBS and NBC television news spots and in dozens of newspapers nationwide.

**KETCHUM**

1285 Avenue of the Americas  
New York, NY 10019  
646/935-3900  
www.ketchum.com

**Linda Eatherton, EVP/Director,**  
*Global Food & Nutrition Practice*  
**Ilene Smith, M.S., R.D., Associate**  
*Dir, Food & Nutrition Practice*  
**Whitney Ertel, Practice Group**  
*Director, Europe*

Ketchum, an Omnicom unit, is a global marketing firm offering a 37-year, award-winning trifecta of nutrition, brand/lifestyle and healthcare marketing to clients globally bringing them exceptional depth and skill to compete in today's wellness-driven marketplace.

At the core of the firm's wellness marketing expertise is Ketchum's Food & Nutrition prac-

tice known for full-service and full-channel food-specific marketing capabilities including, consumer and health professional communications, influencer activation programs, issues/crisis management, and B2B advertising designed specifically for the food industry (retail brands, commodities, foodservice and food manufacturing clients).

Current food and beverage clients include Kikkoman, National Cattlemen's Beef Association, ConAgra Foods, Horizon Organic, Silk, Seeds of Change, Mars Masterfoods, California Strawberry Commission, Canned Food Alliance, Duckling Council, Wendy's, Welch's and Cadbury Schweppes Americas Beverages.

**LAUGHLIN/  
CONSTABLE**

515 North State Street  
Suite 2400  
Chicago, IL 60610  
312/644-1700

207 East Michigan Street  
Milwaukee, WI 53202  
414/272-2400  
www.laughlin.com

**Karen Duffy, President/CEO,**  
*Chicago & Milwaukee*

Laughlin/Constable specializes in building brands by forming relationships at all points of contact. Its success comes from a complete understanding of a client's audience and encircling it as one brand, with one strategy, speaking in one voice. L/C calls it "Full Circle Branding".

The agency's food and beverage expertise spans both the restaurant and consumer packaged goods categories, including work for Friendly's Ice Cream Corp., McDonald's Restaurants of Southeastern Wisconsin, Claussen Pickles, Miller Brewing, Palm Restaurant, Morton's Steakhouse, Coca-Cola Bottling, Barq's Root Beer, Sargento Foods and Jones Dairy Farm.

L/C brings brands to life by leveraging services such as product launches, restaurant openings, mobile marketing tours, spokesperson programs, nutrition education, media training, trade shows and trade media relations.

**LEE & ASSOCS.**

145 S. Fairfax Ave., #301  
Los Angeles, CA 90036  
323/938-3300  
www.leeassociates.com

**Howard Pearlstein, Principal**



**Lewis & Neale provides video production service for a popular television cooking show.**

Lee & Assocs. offers strategic planning, program evaluation, media relations, product launches, consumer education, recipe development, special events, crisis management and corporate PR services to its food & beverage client roster.

Founded in 1950, the agency is proud of its Western Research Kitchens division, which features home economists, nutritionists, dietitians, chefs and medical doctors. The firm has represented PepsiCo, Del Monte, American Home Foods and Suntory Int'l, as well as brand names like John Morrell, Florida's Natural Fruit Snacks, Morehouse Mustard, and Mrs. Cubbison's Foods (stuffing and croutons—a client for over 50 years). Additional clients include trade associations and marketing boards, from California apples, eggs, figs, prunes, seafood and tomatoes to Hawaiian papaya, Oregon potatoes and the New Zealand Trade Commission.

**HANNA LEE  
COMMUNICATIONS**

575 Madison Avenue, 8th Floor  
New York, NY 10022  
212/721-2090; fax: 212/721-2091  
hannaleenyc@verizon.net

**Hanna Lee, President**

Hanna Lee Communications Inc. is a marketing communications firm specialized in public relations and event management for the food, wine and hospitality industries.

Clients include Mionetto Prosecco, the Region of Tuscany, NYC & Company (the city's official tourism marketing organization), The Jolly Hotel Madison Towers, the French Culinary Institute's new Italian Cooking Division, the Grana Padano Cheese and San Daniele Prosciutto Consortiums, Francis

*Continued on page 32*



**Kellen Communications staff recently appeared on the CBS Early Show with members of the Distinguished Restaurants of North America (DiRoNA) to promote DiRoNA Week, a national initiative where award-winning restaurants offered a special prix-fixe menu, donating a portion of proceeds to Share Our Strength, a nonprofit organization that fights childhood hunger.**



**Maloney & Fox's "Drambuie Den" campaign in New York brought out such celebrities as (L to R): HGTV's Bill Duggan, JAG's Karri Turner, and Little House's Matthew Laborteaux.**

## Hanna Lee Comms.

*Continued from page 31*

Abécassis' ABK6 Cognac, the India Tourism Board, The Korean Agro-Trade Center, among others.

Services include strategic planning; national and local media outreach; long-term brand-building; press trip, press conference and sponsorship management; media training; and trade and consumer show support; and co-marketing promotions.

Hanna Lee is Founder and President of Hanna Lee Communications, Inc., a marketing communications firm specialized in food, wine and hospitality PR, as well as event management. Lee started her firm in 2004, after having worked for major companies including Ogilvy & Mather and United Airlines. Her 16-year career includes international clients that span both public relations and advertising.

Lee is president of the New York Chapter of Women for WineSense, a nationwide wine educational organization. She sits on the Board of Directors of the

Hospitality Management Department of the New York Institute of Technology. Lee is a contributing wine writer and a member of Les Dames D'Escoffier.

## LEWIS & NEALE

35 East 21 St.  
New York, NY 10010  
212/420-8808  
www.lewis-neale.com

**Anita Fial, President**  
**Ruth Lowenberg, Senior VP**

Lewis & Neale is a full-service communications agency devoted exclusively to the marketing of food. The firm has built a reputation by enhancing the image of its clients' products, changing consumer attitudes, building demand and launching and repositioning products.

Staff members include food professionals, marketing and publicity experts, food writers, home economists and a dietitian. In-house facilities feature test kitchens, a photography studio

and a food-focused library.

Clients include Avocados from Mexico, Chilean Fresh Fruit Assn., European Union Product Campaign, Florida Tomato Committee, Fresh Supersweet Corn Council, Mangos from Mexico, Mushroom Information Center, Prosciutto di Parma, The Catfish Institute and U.S. Highbush Blueberry Council.

## MWW GROUP

One Meadowlands Plaza  
East Rutherford, NJ 07073  
201/507-9500  
www.mww.com

**Michael W. Kempner, President & CEO**  
**Alissa Blate, EVP, Director of Consumer Marketing**  
**Cheryll Forsatz, Group VP**

MWW is expert at using consumer marketing and public relations to create excitement and cachet for food and beverage brands. MWW's depth of experience spans new product marketing, branding, repositioning and publicity for clients ranging from global restaurant brands and franchises to upscale eateries and leading packaged goods brands. Our experience includes: Jimmy Dean, Ball Park Franks, Sbarro, Gallo Salame, The Palm Restaurants, McDonald's, Fruit2O, The Restaurants at Newport, Bally Nutritional Products, Bacardi and more.

## MACCABEE GROUP

211 N. First St., #425  
Minneapolis, MN 55401  
612/337-0087  
www.maccabeegroup.com

**Paul Maccabee, President**  
**Gwyn Chynoweth, VP**

Maccabee Group – the food publicists who recently launched the first-ever Prairie Home Companion-inspired Ice Cream flavors, Pillsbury Ice Cream, and Boston Red Sox-themed Champions Ice Cream – fuses media relations with guerilla marketing and event marketing/promotions to produce food product launches with unmatched creativity and sales impact.

Most recently, Maccabee Group's PR campaign for the Organic Trade Association's "Go Organic! For Earth Day" generated 35 million consumer impressions (including an appearance on *Good Morning, America*) for a

program involving 56 organic food brands, winning the Bronze Galaxy Award as one of the year's "Best Cause Related Marketing" campaigns. Food clients have included General Mills, Malt-O-Meal Cereal, Lloyd's Barbeque, M & M/Mars Chocolate, Golden Valley Microwave Popcorn, Marshall Fields' Frango Chocolates, and Kemps Ice Cream. Restaurant clients have included Viva Italia, Kincaid's Steak Chop and Fish House, Palomino Euro-Bistro, and Buffalo Wild Wings.

## MALONEY & FOX

89 Fifth Avenue, 4<sup>th</sup> Floor  
New York, NY 10003  
212/223-2000  
www.maloneyfox.com

**Brian Maloney, Margie Fox, Partners**  
**David Orchard, New Business;**  
*dorchard@maloneyfox.com*

In just two short years since creating a Food & Beverage division, Maloney & Fox (M&F) has grown the practice to include a roster of premium brands, all hungry for the kind of smart, brand-building programs for which the agency is known. By the end of 2005, the nine-year-old integrated marketing firm boasted a F&B client list that has included Ile de France gourmet cheese, Drambuie, Robert Rothschild Farm, and the award-winning Godiva Liqueur account, totaling \$280,000 in annual billings – an increase of 40% over the prior year.

One of the 22-person firm's many success stories of 2005 was the integrated PR and marketing campaign – "Signature Spirit" – developed for Drambuie to relaunch the classic Scottish brand to a new generation of drinkers and key media in the critical Q4/Holiday sales period.

Campaign components included a custom website, [www.signaturespirit.com](http://www.signaturespirit.com); "Drambuie Dinner Dates," to introduce select media and influencers to the brand in an intimate setting; an experiential pop-up lounge, "The Drambuie Den" in New York and L.A. on multiple nights in each city; radio and TV media tours with spokesperson Bill Duggan (host of TLC's *Curb Appeal*); and sponsorship of the Cystic Fibrosis Foundation, including branded outreach to supporters and sampling at high-profile fundraising events.

The firm's newest F&B account, Robert Rothschild Farm, signed on in late 2005 and charged M&F with crafting key messages

*Continued on next page*



**Marina Maher Communications introduced a new line of food products for Weight Watchers. Extensive media coverage placed Weight Watchers snack cakes and ice creams into the top 20 new brand sales list for Wal-Mart.**

and positioning this upscale gourmet brand. Tactics have included product placement in network TV greenrooms, celebrity events and a VIP gift-bag program. Out-of-the-gate activities to impact Q4 encompassed print feature stories for Holiday Entertaining and Gift Giving; and a holiday gifts media tour with HGTV host Aileen Avery.

M&F has just begun its third year of a successful partnership with Ile de France gourmet cheese and the product's alliance with cookbook author Kathy Gunst. M&F has developed and implemented an integrated PR and marketing campaign that focuses on making the imported cheeses less intimidating and more versatile to various demographic groups. Components included sponsorship of highly visible *OUT Magazine* events for the LGBT audience in New York City and L.A.; broadcast news outreach that focused on "Cooking with Kids;" and sponsorship of the "Ile de France Culinary Makeover Contest," which generated more than 200 nationwide entrees and whose winner was flown to New York for a luxury weekend and "culinary makeover" with Kathy Gunst.

**MARINA MAHER  
COMMS.**

830 Third Avenue  
New York, NY 10022  
212/485-6800  
marinamahercommunications.com

**Marina Maher, President**  
**Paula McMartin, Managing Director, Consumer Brands**  
**Julie Schumacher Ciardiello, Senior VP, Food & Beverage Practice Leader**

Marina Maher Communications' (MMC) Food and Beverage Practice has the unique advantage of being built on two pillars of expertise. The first is a team of experts – including an on-staff R.D. – with decades of nutrition education, brand building and issues management experience across multiple food and beverage categories.

The second pillar is MMC's recognized ability to establish emotional connections between consumers and brands. MMC's Lifestyle Trends Group conducts ongoing monitoring that allows MMC to identify trends that resonate with target consumers and persuade them to take action. CoNEXTions is an Emerging Media Group that explores new ways to connect with consumers using tools such as blogs, vLogs,

text messaging and online social networks.

As a result, MMC knows consumers – and how to reach them where it counts – whether it's through health professionals to communicate with primary shoppers – Moms – or via "smart mobs" to gain the 20-something male's attention to influence his weekend drink purchase.

MMC launched new Weight Watchers licensed food products – in the bread, cereal, chocolate candy, ice cream, and snack cake and muffin categories – that broadened the selection of sensible food choices for weight-conscious consumers. Currently, MMC is working with George Weston Bakeries on brands such as Thomas', Arnold Bread and other bakery products. MMC experience also includes work for Ronzoni, Godiva Ice Cream, diet Coke, Champagne Mumm, Care-Free Sugarless Gum, and the California Raisin Marketing Board.

**MARX LAYNE & CO.**

31420 Northwestern Highway, #100  
Farmington Hills, MI 48334  
248/855-6777  
mlayne@marxlayne.com  
www.marxlayne.com

**Michael A. Layne, Partner**

Specializing in public and corporate communications, Marx Layne has been providing marketing and PR services to restaurants, supermarkets and food service organizations since the early 1980s.

Services offered to food service clients include media relations, product publicity, crisis and issue management, internal communications, special events planning, direct mail, graphic design, web-content development, brochure and newsletter production.

Clients include McDonald's Restaurants of Southeastern Michigan, Seldom Blues, and the Grand City Grille.

**McDOWELL  
& PIASECKI  
FOOD COMMS.**

33 N. Dearborn, Suite 909,  
Chicago, IL 60602  
312/201-9101; fax: 312/201-9161;  
www.mpfood.com

**Brenda McDowell, Principal**

PR & marketing for food and nutrition, beverage, consumer



**McDowell & Piasecki produced a creative market event for Jolly Time Popcorn in Chicago. The campaign, introduced during National Popcorn Month, included ten sculptures of famous Chicago landmarks created by culinary students and exhibited at Chicago Children's Museum. The campaign increased overall brand awareness and generated more than 10 million media impressions nationwide.**

products, commodity groups and services.

Specializing in food and nutrition communications, McDowell & Piasecki Food Communications, Inc. (M&P) has had its pulse on the food community for more than 17 years.

M&P builds awareness for client programs and products among key influencer groups through a variety of activities, including special events, new product introductions, recipes and recipe contests, seminars and meeting exhibits, media tours and deskside visits.

Clients: Jolly Time Popcorn Company, National Cattlemen's Beef Association, The Quaker Oats Company, Seneca Foods Corporation, Wilton Enterprises Inc.

The firm, which was founded in 1987, has a staff of 11.

**MORGAN & MYERS**

2909 Hennepin Avenue South  
Minneapolis, MN 55408  
612/825-0050  
www.morganmyers.com

**Lou Ann Loeb, President/Dir., Food, Health & Nutrition**  
**Beth Witherspoon, R.D., MPH**

Morgan & Myers is passionate about food. We're a marketing communications agency that builds brands, relationships and reputations in the food marketplace from pasture to plate.

Our expertise includes strategic planning, brand marketing, new product launches, media relations, cooking/baking contests, grassroots and national consumer events, interactive tools, health

and nutrition education and influencer communications. Our in-house test kitchen is used extensively for food prototype development, recipe development, testing and nutrition analysis.

Founded in 1982, M&M's approach includes sound science-based policy and food chain issues including food quality and security, obesity, trans fats, farm policy and plant biotechnology.

Client experience includes the California Raisin Marketing Board, Carolina Turkey's, Foremost Farms, The Hershey Company, Imperial Sugar, Kraft Foods, Iowa Soybean Association, KitchenAid small appliances, McDonald's North America, ConAgra Snack Foods and Retail, General Mills Bakeries & Foodservice and The Soyfoods Council. We're members of the American Dietetic Association, Consumer Trends Forum and International Association of Culinary Professionals.

**OGILVY PR  
WORLDWIDE**

825 8th Avenue  
25th Floor  
New York, NY 10019

Ogilvy Public Relations Worldwide's fast-growing consumer marketing practice represents a wide range of national food brands and companies, including Unilever (Lipton, Promise, Hellmann's, Bertolli, Slim-Fast), Johnsonville Sausage and Steak & Shake.

*Continued on page 34*



The culinary center at Publicis Dialog developed 'unexpected' recipes for ZESPRI New Zealand kiwifruit, earning 251 million media impressions during the 2005 kiwifruit season.

## Ogilvy PR

Continued from page 33

Client work in food and nutrition includes brand positioning; new product launches and brand re-launches; strategic healthcare professional communications; influencer outreach and alliance building; digital influencing; trade show management; research, insights, and trends development and analysis; and media relations.

Ogilvy has a network of seasoned food and nutrition specialists and registered dietitians in place to provide clients with the latest and most relevant information and intelligence. The firm also has close relationships with key food and nutrition organizations including the American Heart Association, American Dietetic Association, the Culinary Institute Of America, and the Preventive Cardiovascular Nurses Association. Ogilvy is a subsidiary of the WPP Group.



Ruder Finn kicked off the 100th Anniversary of Kellogg Corn Flakes in October with an event at the Culinary Institute featuring Daisy Martinez, cookbook author and star of PBS' "Daisy Cooks."

## PADILLA SPEER BEARDSLEY

1101 West River Pkwy.  
Minneapolis, MN 55415  
612/455-1700  
www.psbpr.com

**Tom Jollie**, Senior VP,  
Consumer Products  
**Mary Jo Exley / Liz Hanlin**,  
Directors, Food & Beverage

Padilla Speer Beardsley is an independent, multi-specialty communications firm with offices in Minneapolis and New York. With expertise in the food industry, the firm has created programs that range from launching new products, to re-energizing existing brands, to creating promotional partnerships, to handling product recalls.

The firm has helped Caribou Coffee, Cheerios, Cub Foods, Gold Medal Flour, Golden Valley Microwave Foods, Land O'Lakes, Lloyd's Barbeque Company, Malt-O-Meal, PepsiCo, Pillsbury, Progresso, SUPERVALU, Total and Trix.

## PAINE PR

19000 MacArthur Blvd.  
Irvine, CA 92612  
949/809-6700  
1-866-PAINEPR (724-6377)  
www.painepr.com  
New York – Boston  
Los Angeles – Orange County

**Daryl McCullough**, President  
**Ben Newell**, Group Director

PainePR has nearly two decades of ongoing experience within the food & beverage category, specializing in functional foods and nutrition, as well as foods and beverages targeting youth audiences. In 2005, the agency launched Enova brand cooking oil in the U.S. for Archer Daniels Midland and the Kao Corporation. Additionally, PainePR represents the Metamucil brand for Procter & Gamble, and has worked recently with Kashi Company for Kellogg's.

The firm has a proprietary network of registered dietitians and chefs in more than 30 markets, serving as local market influencers and spokespeople for the agency and its clients. Within the food and beverage category, PainePR specializes in product launches and ongoing brand building programs and issues management, including functional

foods, youth/adult obesity, organic/GMO and nutritional supplements.

PainePR has experience working with Taco Bell, Pizza Hut, California Pizza Kitchen, National Natural Foods Association, Minute Maid Lemonade and several domestic and import brands for Miller Brewing Company. PainePR is a subsidiary of the Cossette Communication Group.

## PIERSON GRANT PR

6301 NW 5th Way  
Ft. Lauderdale, FL 33309  
954/776-1999  
www.piersongrant.com

**Maria Pierson**, CEO  
**Jane Grant**, President

Pierson Grant PR, founded in 1995, is a full-service PR agency serving a range of national and regional clients with strategic and tactical PR planning, media and community relations, crisis communications and special events management.

Restaurant and related clients are: Darden Restaurants, including Olive Garden, Red Lobster, Bahama Breeze, Smokey Bones, and the company's newest concept, Seasons 52; Dairy Queen; Jamba Juice Florida; and Shula's On The Beach.

The firm's fresh thinking helps clients build brand identity, generates publicity for openings and food and beverage introductions, and brings creativity to special events, cause-related marketing and community relations.

## PUBLICIS DIALOG USA

424 2nd Avenue West  
Seattle, WA 98119  
206/270-4664  
www.publicis-usa.com

**Steve Bryant**, President  
**Bonnie Gorder-Hinchey**, Dir,  
Culinary Center

The Publicis Dialog food practice boasts a 3,800-sq. ft. Culinary Center comprised of test kitchens, tasting room, sensory evaluation suite and food photography studio. It also houses the Nutritional Marketing Research Institute, an in-house research-based think tank.

The food practice's clients include Cranberry Marketing Committee, The Hazelnut

Continued on next page

Council, United Soybean Board, ZESPRI Kiwifruit, and Nestlé brands such as Juicy Juice, Stouffer's and Lean Cuisine.

Publicis Dialog unites services including advertising, PR, direct, sales promotion, IR, interactive and event management to communicate the way consumers perceive information -- holistically.

The firm also has PR units in New York and Dallas.

**RF|BINDER PARTNERS**

950 Third Avenue, 7th Floor  
New York, NY 10022  
212/994-7600  
www.rfbinder.com

**Amy Binder, CEO**  
**Frank Walton, President**  
**Atalanta Rafferty, Executive Managing Director**

RF|Binder Partners provides strategic counsel as well as PR, IR and marketing communications services across a broad spectrum of industries, government agencies, and non-profit organizations.

The firm serves a wide variety of food, nutrition, and healthy living clients with campaigns of strategic communications research and market intelligence, product publicity, product placement, special events, and promotions. The firm also provides capital markets communications for corporations in the food and beverage and quick service restaurant sectors.

Current and recent clients include Bob Evans Farms, Dunkin' Brands, eDiets, the German Wine Institute, McNeil Nutritionals brands Lactaid, Splenda, and Viactiv, The Pantry, Smith & Wollensky Restaurant Group, Tillen Farms, Vermont Country Soup, Wines of Chile.

RF|Binder has offices and bureaus in New York, Boston, Chicago, Los Angeles, Portsmouth, and Washington, DC. The agency is a member of the Ruder Finn Group.

**RICHMOND PR**

1411 Fourth Ave., Suite  
610Seattle, WA 98101  
206/682-6979  
www.richmondpr.com

**Louis B. Richmond, CEO**  
**Lorne S. Richmond, President**  
**Hamilton McCulloh, Senior VP**

Richmond Public Relations, a WorldCom Public Relations Group Partner and an award-win-

ning food and travel public relations firm, has coordinated numerous restaurant openings, developed corporate strategies and branding campaigns, handled crisis management, and food-related launches for companies including Nabisco, Snackwells, Odwalla Juice Co., Noah's Bagels, Brueggers Bagels, Lettuce Entertain You Enterprises, Da Vinci Gourmet, Schwartz Brothers Restaurants, and Restaurants Unlimited, Woodinville Wine Country, Tully's Coffee, Kennedy Shah Winery, Krispy Kreme Doughnuts, Consolidated Restaurants including Metropolitan Grill, Union Square Grill, and Elliott's Oyster House..

In addition, RPR has coordinated numerous nationwide food events such as the Hawaii "Chef's of Aloha Tour," Sheraton's World Wide Global Food Summit in New York and the Dinner of the Decade which featured celebrity chefs Wolfgang Puck, Jean Louis Palladin and Monique Barbeau.

Current food and beverage clients include: Athena Water, Cascadia Restaurant, Chipotle, Joeys, John Howie Restaurants including Seastar Restaurant & Raw Bar and SPORT, Grand Central Bakery, Jamba Juice, DRY Soda, Mostly Muffins, Koots Tea Company, O'ASIAN, Barking Frog, Tendrils, Hunt Club, Spirit of Washington Dinner Train, SweetFest, Salish Lodge and Spa, Cascade Room and River Rock Lounge in Skamania Lodge, Harvest Inn, Rosario, Tom Douglas Restaurants including Dahlia Lounge, Etta's Seafood, Lola, and Palace Kitchen.

**ROSICA STRATEGIC PR**

5 Route 17 South  
Paramus, NJ 07652  
201/843-5600  
www.rosica.com

**Chris Rosica, President**

Rosica Strategic PR's affinity with the food and beverage industry comes from company President Christopher Rosica's background and training as both a chef and food safety expert, and from the agency's 25 years of success establishing national brands and generating media coverage for its food and beverage clients.

The firm created the fame of Wally Amos and Famous Amos Chocolate Chip Cookies and continues to work with the com-



**Schneider Associates worked with Baskin-Robbins ice cream and world-renowned ice sculptors to create a 7,000-lb. Baskin-Robbins ice cream scoop for potential inclusion in the Guinness Book of World Records. The scoop was unveiled during the Baskin-Robbins' 60th birthday celebration in September, at the company headquarters in Canton, Mass.**

pany. The agency has worked with Eggland's Best Eggs for the pasty four years and to raise awareness for the top nationally branded egg, including media tours for the company's nutritionist, business stories, recipe and health-related releases and trade publicity. The firm also represents the Nice-Pack Foods Division of PDI, makers of products for the food service and hospitality industry, Watkins, a 138-year old company famous for its flavorings and spices, as well as several restaurant clients in the New York metro area. Past food clients include Keebler and A&H Kosher Provisions.

Rosica's services include media relations, strategic planning, special events, cause management, spokesperson training, media tours and product launches.

**RUDER FINN**

301 East 57th Street  
New York, NY 10022  
212/593-6400  
www.ruderfinn.com

**Bob Seltzer, Leader, Marketing Practice**

Ruder Finn believes that to stand out in a crowded food and beverage marketplace, you have to stand for something. At Ruder Finn, we marry our commitment to a brand's equity with our understanding of what motivates consumers to take action. The result is programs that match product qualities with consumer lifestyle interests.

Among food companies we

*Continued on page 36*



**Austin Scarlett (Project Runway) and pastry chef Robert Twardzik discuss chocolate fashion with Giada DeLaurentis of the Food Network during an event hosted by Teuwen One Image.**

**Ruder Finn***Continued from page 35*

have supported are Kellogg (100th anniversary, Corn Flakes, announcement regarding replacement of Trans Fatty Acids), General Mills (Clifford Crunch organic cereal, Yoplait Healthy Heart), Twinings Tea (300th anniversary), Sweet'n Low (product and corporate support) and Gerber (corporate and product).

Our recent beverage experience has included glaceau (vitaminwater, smartwater, fruit-water), several brands of Foster's Wine Estates (Greg Norman, White Lie, Penfolds and Stone Cellars by Beringer) and music programs for Seagram's Brands.

Our restaurant experience includes regional support for both Subway and Baskin-Robbins, and our issues work has included Weight Watchers, the US Tuna Foundation and Diageo.

**SCHNEIDER ASSOCS.**

Member of Worldcom Group;  
Northeast PR Partnership  
240 Newbury St.,  
Boston, MA 02116  
617/536-3300  
Fax: 617/536-3180;  
launch@schneiderpr.com  
www.schneiderpr.com

**Joan Schneider**, *President & Creative Director.*

**Julie Hall** and **Phil Pennellatore**, *VPs.*

Schneider Associates is a full-service PR firm with experience in consumer, retail, B2B, and public affairs. We specialize in Launch Public Relations<sup>SM</sup> – a proprietary method of launching new products to build and sustain product awareness.

President Joan Schneider authored "New Product Launch: 10 Proven Strategies," a comprehensive book that draws upon extensive consumer research. She is currently working on a study with the Babson Innovation and Corporate Entrepreneurship Research Center to understand best practices in B2B product and service launch. Additional agency services include guerrilla marketing, ideation sessions, media tours, special events, crisis communications, and spokesperson training.

Types of PR handled: consumer products, launch public relations, food & beverage, retail, public affairs, corporate communications, real estate, financial and professional services.

Clients: Baskin-Robbins, Hannaford Bros. Co., High Street Equity Advisors, Holmes Group, The Jared Foundation (Jared Fogle, Subway spokesperson), Knowfat! Franchise Company, Lane, Berry & Co. International LLC, National Development, New England Confectionery Co. (NECCO), Patriot Construction Services, Reckitt Benckiser, Trammell Crow Company.

The firm, which was founded in 1980, has 24 employees.

**TEUWEN ONE IMAGE**

145 West 28th Street, #10R  
New York, NY 10001  
212/242-0622  
www.teuwen.com

**Stephanie Teuwen**, *President*

Teuwen One Image was founded in 1995 as a full-service, multi-lingual PR agency specializing in food, beverage, and travel/hospitality accounts. With a strong focus on media relations and event production, Teuwen One Image's services also include brand marketing, product and brand launches, promotions, and photography. Stephanie Teuwen, who has more than 20 years of international PR experience, leads the agency.

In 2005, Teuwen One Image:

- Provided full PR services for the eighth annual Chocolate Show and handled production and PR service for the Chocolate Fashion Gala, resulting in over 100 television spots including CNN, NBC "Today Show" and "Weekend Today", FOX, and The Food Network.

- Handled media relations for D'Artagnan, the nation's leading purveyor of organic poultry, game, charcuterie, and foie gras and promoted events including D'Artagnan's 20th Anniversary celebration week.

- Managed the Loire Valley Wine Bureau, an institution created by the firm in 2002, and developed creative campaigns that yielded over 1,300 print articles and 230 million media impressions.

- Built brand awareness for O&CO., purveyors of fine Mediterranean olive oils and

specialty goods, through comprehensive media relations campaign.

**VOLLMER PR**

808 Travis, #501  
Houston, TX 77002  
713/970-2100  
www.vollmerpr.com

**Helen Vollmer**, *CEO*

Vollmer PR, with offices in Houston, Dallas, Austin and New York, has more than 20 years of experience in the food and beverage industry. Vollmer specializes in media relations, media and satellite tours, tradeshow, collateral pieces, special events and speaking opportunities. Additionally, clients have access to communication resources from Shelton & Caudle, a division of Vollmer, which provides presentation and media training, as well as crisis counsel.

Vollmer has worked for Denny's Restaurants, Whole Foods Market, Marie Callender's, Coca-Cola, Ozarka Drinking Water, Minute Maid, Benihana, Weight Watchers, Riviana Foods, Daydots Food Safety Solutions, Einstein Bros., McDonald's, Krispy Kreme Doughnuts and Outback Steakhouse.

**WEBER SHANDWICK**

676 North St. Clair  
Suite 1000  
Chicago, IL 60611

**Cathy Calhoun & Gail Heimann**, *Co-Presidents, Consumer Marketing*  
**Janet Helm**, *MS, RD, Director of Food and Nutrition*

Weber Shandwick has in-depth expertise in nutrition communications, food/beverage marketing, brand building and issues management. The Food, Beverage and Nutrition Group offers capabilities and services including new product launches, brand re-positioning, grassroots marketing and special events, alliance building, crisis counseling, health influencer outreach, consumer education and web relations.

Food and beverage clients include the Milk Processor Education Program, Kraft Foods, Campbell Soup Company, Oscar Mayer,

Nabisco, National Pork Board, The Coca-Cola Company, Ocean Spray, KFC, Olive Oil from Spain and Mead Johnson Nutritionals.

Staffed with senior counselors, including registered dietitians and nutrition policy experts, Weber Shandwick also has an "RD Network" - media-trained dietitians throughout the country who are deployed as spokespersons for food and beverage clients. The agency has a worldwide team of professionals who specialize in integrated communications for campaigns including "got milk?" and "Pork. The Other White Meat," as well as branded products and programs including the launches of Nabisco's 100 Calorie Packs line, KFC Snacker and the Oscar Mayer Talent Search.

**M. YOUNG COMMS.**

7 West 18 Street, 3<sup>rd</sup> Floor  
New York NY 10011  
212/620-7027  
Fax: 212/645-3654  
www.myyoungcom.com

**Melanie Young**, *President*  
**Robert Cacciola**, *Director of Special Events*

M. Young Comms provides PR, special event and spokesperson services for wine, spirits, food, hospitality, publishing and luxury goods. The firm has national contacts in the wine and food industry, from press to trade. Programs produced by M Young Comms include The James Beard Foundation Awards and The Great Match: Wine & Tapas. We specialize in national publicity campaigns, product launches and the production of wine tastings, food and wine seminars and restaurant promotions. Recent and current clients: Wines from Spain, The James Beard Foundation, *Bon Appetit Magazine*, Frida Kahlo Tequila, Roberto Cavalli Vodka, Waterford Crystal, Viking Range, Consorzio Brunello di Montalcino, Consorzio del Vino Prosecco, *The Food & Wine Lovers Guide to Naples & Campania* and Long Island Merlot Alliance.

**Profiles of  
Broadcast Media  
Service Firms  
in April.**

# DIRECTORY PR Firms with Food & Beverage Practices • Net Billings

## Access Communications

101 Howard St.  
San Francisco, CA 94105  
415/904-7070  
info@accesspr.com  
Susan Butenhoff, President & CEO  
Food billings: \$158,106

## Boasberg Wheeler Comms.

4700 Belleview, #100,  
Kansas City, MO 64112  
816/531-2100  
www.bwcom.com  
Larry Wheeler, CEO  
Tom Heapes, Ravi Dasari

## M Booth & Associates

300 Park Ave. South  
New York, NY 10010  
212/481-7000  
www.mbooth.com  
Margaret Booth, President  
Food billings: \$1,800,170

## Bragman Nyman Cafarelli

8687 Melrose St., 8th Flr.  
Los Angeles, CA 90069  
310/854-4800  
www.bncpr.com  
Howard Bragman, Chairman  
Michael Nyman, President

## Bratskeir & Co.

400 Lafayette St.  
New York, NY 10003  
212/679-2233  
www.bratskeir.com  
Stan Bratskeir, President  
Robert Bratskeir, Executive VP

## Burson-Marsteller

230 Park Ave. South  
New York, NY 10003  
212/614-4000  
www.bm.com  
Linda Recupero, Practice Chair,  
U.S. Brand Marketing

## CKPR

225 N. Michigan Ave.  
Chicago, IL 60601  
312/616-9600  
www.ckpr.biz  
Joel Curran, Managing Director

## CTA Public Relations

1075 South Boulder Rd., #205  
Louisville Co 80027  
303/665-4200  
cta@ctapr.com  
Carl Thompson, Founder  
Judy Camomille, CFO  
Food billings: \$113,122

## Carmichael Lynch Spang

800 Hennepin Ave.  
Minneapolis, MN 55403  
612/375-8500  
www.clynch.com

Douglas K. Spong, Mng. Partner  
Dory Anderson, Senior Partner  
Julie Batliner, Jill Schmidt, John  
Tieszen, Wendy Silverstein,  
Partners

## Coyne Public Relations

14 Walsh Dr.  
Parsippany, NJ 07054  
973/316-1665  
www.coynepr.com  
mail@coynepr.com  
Thomas F. Coyne,  
President and CEO  
Food billings: \$922,285

## Charleston/Orwig

515 W. North Shore Dr.  
Hartland, WI 53029  
262/563-5100  
www.charlestonorwig.com  
Lyle E. Orwig, CEO  
Mark Gale, COO/Creative Director  
Food billings: \$243,857

## Clifford Public Relations

133 Fifth Ave., 6th flr.  
New York, NY 10003  
212/358-0800  
www.cliffordpr.com  
Mike Clifford, CEO  
Bari Mattes, COO  
Food billings: \$127,014

## Cohn & Wolfe

292 Madison Ave.,  
New York, NY 10017  
212/798-9700  
www.cohnwolfe.com  
Michael O'Brien, President &  
General Manager  
Elizabeth Beck, Executive VP  
Barbara Cohen, Senior VP

## Cone

855 Boylston St.  
Boston, MA 02116  
617/227-2111 www.coneinc.com  
Jens Bang, President and CEO  
Bill Fleishman, EVP, Brand  
Marketing Group  
Peggy O'Shea Kochenbach, VP,  
Brand Marketing Group

## Context Marketing

100 Ebbtide, Building 3  
Sausalito, CA 94965  
415/289-7575  
www.contextmarketing.com  
Bob Kenney, President

## Cooper Katz & Co.

708 Third Ave., 34th flr.  
New York, NY 10017  
212/455-8030  
www.cooperkatz.com  
Andy Cooper, Ralph Katz,  
Principals  
Food billings: \$144,104

## CRT/tanaka

320 West 13th Street  
New York, NY 10014  
212/229-0500; fax: 212-229-0523  
www.crt-tanaka.com  
Maria Kalligeros, Executive VP  
Ellen LaNicca, Executive VP  
Food billings: \$1,883,579.

## Cushman/Amberg Comms.

180 N. Michigan Ave., #1600  
Chicago, IL 60601  
312/263-2500  
www.cushmanamberg.com  
Thomas L. Amberg, President

## DKC/Dan Klores Comms.

386 Park Ave. S., 10th flr.  
New York, NY 10016  
212/685-4300  
www.dkcnews.com  
Dan Klores, Chairman/CEO  
Sean Cassidy, President  
Food billings: \$869,596

## DHM Group

9 Professional Circle, #101  
Colts Neck NJ 07722  
732/866-0666  
Donna H. Myers, CEO/President

## Davies

808 State St. at El Paseo,  
Santa Barbara, CA 93101  
805/963-5929  
www.daviescommunications.com  
bedwards@daviescommunications.com  
John Davies, CEO  
Brandon Edwards, Principal  
Food billings: \$400,000

## De Vries Public Relations

30 E. 60th St.  
New York, NY 10022  
212/891-0400  
www.devries-pr.com  
Madeline de Vries, Chairman  
Jim Allman, CEO

## Dittus Comms.

1150 17th St.  
Washington, DC 20036  
202/775-1401  
Gloria Dittus, President and CEO  
Elizabeth Weinmann, Managing  
Dir, Food, Agriculture &  
Nutrition Practice

## Dome HK

61 W. Hubbard St.  
Chicago, IL 60610  
312/836-2900  
www.domehk.com  
Doug Dome, President

## Euro RSCG Magnet

110 Fifth Ave.  
New York, NY 10011  
212/367-6802  
www.eurorscgmagnet.com  
John Margaritis, Executive  
Director, Euro RSCG  
Worldwide PR  
Laura Sturtz, EVP, CCO, Euro  
RSCG Magnet  
Roy Bumsted, EVP, National  
Consumer Practice

## Edelman

1500 Broadway  
New York, NY 10036  
212/768-0550  
ny@edelman.com  
www.edelman.com  
Richard Edelman, President/CEO  
Food billings: \$36,605,725

## Fineman PR

330 Townsend, #119  
San Francisco, CA 94107  
415/392-1000  
www.finemanpr.com  
Michael Fineman, Pres.  
mfineman@finemanpr.com

## 5W PR

45 W. 45th St., Fifth Flr.  
New York, NY 10036  
212/999-5585  
ronn@5WPR.com  
Ronn D. Torossian, President &  
CEO

## Fleishman-Hillard

200 North Broadway  
St. Louis, MO 63102  
314/982-1700  
www.fleishman.com  
John Graham, CEO  
Jamie Greenheck & Janet  
Greenlee, Food/Agricultural  
Practice Co-Chairs

## Franco Public Relations Group

400 Renaissance Ctr., #1000,  
Detroit, MI 48243  
313/567-2300  
www.franco.com  
Daniel F. Ponder, CEO  
Maria Leonhauser, President

## The Frause Group

1411 Fourth Ave., #1210  
Seattle, WA 98101  
206/352-6402  
www.frause.com  
Bob Frause, President  
Erika Schmidt, Executive VP

\*Food billings based on CPA-documented figures submitted to O'Dwyer's.

Continued on page 38

### FrenchWest|Vaughan

112 E. Hargett St.,  
Raleigh, NC 27601  
919/832-6300  
www.fwv-us.com  
Rick French, President/CEO  
Lauren Taylor, Exec VP, Partner  
David Gwyn, Sr. VP, Partner  
Food billings: \$1,298,005

### Nancy J. Friedman PR

304 Park Ave. South, #200  
New York, NY 10010  
212/228-1500  
www.njfrpr.com  
Nancy J. Friedman, President  
Marilyn Gerberg, Dir.

### GBA Public Relations

4920 Conference Way S., #8  
Boca Raton, FL 33431  
561/241-8900  
gbafl.com  
Gail Becker, President

### Gibbs & Soell

600 Third Avenue, Sixth Floor  
New York, NY 10016  
212/697-2600  
Fax: 212/697-2646  
www.gibbs-soell.com  
cmallozzi@gibbs-soell.com  
Cos Mallozzi, President and CEO  
Luke Lambert, Senior VP  
Jeff Altheide, Senior VP

### Golin/Harris

111 East Wacker Dr., 11th Flr.  
Chicago, IL 60601  
312/729-4000  
www.golinharris.com  
Al Golin, Founder  
Fred Cook, President and CEO

### Lou Hammond & Assocs.

39 E. 51st St.  
New York, NY 10022  
212/697-2600  
www.louhammond.com  
Lou Rena Hammond, Founder  
and President

### Hayslett Group

50 Glenlake Pkwy., #430  
Atlanta, GA 30328  
770/522-8855  
www.hayslettgroup.com  
Charles Hayslett, Principal

### Hill & Knowlton

909 Third Ave.  
New York, NY 10022  
212/885-0300  
www.hillandknowlton.com/us  
Paul Taaffe, Chairman and CEO

### Hope-Beckham

13 Corporate Sq., #100  
Atlanta, GA 30329  
404/636-8200  
www.hopebeckham.com  
Paul Beckham, Chairman  
Robert Hope, President

### Hunter Public Relations

41 Madison Ave.  
New York, NY 10010  
212/679-6600  
www.hunterpr.com  
Grace Leong, President  
Food billings: \$4,530,169

### JS<sup>2</sup> Communications

661 N. Harper Ave., #208  
Los Angeles, CA 90048  
323/866-0880  
www.js2comm.com  
Jill Sandin, President  
Jennifer Lolli, GM NYC/VP  
Rebecca Hutchinson, VP  
Amanda White, A/E  
Food billings: \$508,057

### Jackson Spalding

400 Colony Square  
1201 Peachtree SL, #500  
Atlanta, GA 30361  
Glen O. Jackson, Rolling P.  
Spalding, Principals  
Food billings: \$61,800

### KCSA PR Worldwide

800 Second Ave.,  
New York, NY 10017  
212/682-6300  
www.kcsa.com  
Herbert L. Corbin, Chairman  
Jeff Corbin, CEO

### Kellen Communications

355 Lexington Ave.  
New York, NY 10017  
212/297-2100  
www.kellenpr.com  
Keith Keeney, VP, Atlanta  
Peter Rush, President, New York

### Kaplow Communications

19 West 44th Street, Suite 601  
New York, NY 10036  
212/221-1713; fax: 212/768-1960  
www.kaplowpr.com  
Liz Kaplow, President and CEO  
Margie Cader, Executive VP,  
Consumer Lifestyle Division  
Bonnie Rothman Morris, Creative  
Director/Senior VP

### Ketchum

1285 Ave. of the Americas  
New York, NY 10019  
646/935-3900  
www.ketchum.com  
Linda Eatherton, EVP/Director  
Global Food & Nutrition Practice  
Ilene Smith, M.S., R.D., Associate  
Director, Food & Nutrition  
Whitney Ertel, Practice Group  
Director, Europe

### The Kotchen Group

Firehouse Square  
21 Brace Rd.  
West Hartford, CT 06107  
860/521-2266  
pr@kotchengroup.com  
Deborah Kotchen, President  
Food billings: \$145,000

### Laudau PR

25 Prospect Ave.  
West, Cleveland, OH 4415  
216/696-1686  
www.landaupr.com  
Howard Landau, President  
Stephen Michaelides, Senior  
Consultant, Food & Beverage  
Group

### Laughlin/Constable

207 E. Michigan St.  
Milwaukee, WI 53202  
414/272-2400  
www.laughlin.com  
Karen Duffy, President/CEO,  
Chicago & Milwaukee

### Lee & Associates

145 So. Fairfax Ave.  
Los Angeles, CA 90036  
323/938-3300  
leeassociatespr@aol.com  
Howard Pearlstein, Principal  
Food billings: \$494,000

### Hanna Lee Communications

575 Madison Avenue, 8th Floor  
New York, NY 10022  
212/721-2090; fax: 212/721-2091  
hannaleenyc@verizon.net  
Hanna Lee, President

### Levenson & Brinker PR

717 North Harwood, 20th Flr.  
Dallas, TX 75201  
214/932-6076  
www.levensonbrinkerpr.com  
Stan Levenson, CEO  
Cindy Brinker, President

### Lewis & Neale

35 E. 21st St.  
New York, NY 10010  
212/420-8808  
www.lewis-neale.com  
Anita Fial, President  
Ruth Lowenberg, Senior VP

### The Londre Co.

304 Tilden Ave.  
Los Angeles, CA 90049  
310/471-3138  
www.londre.com  
Patti Londre, President

### Luckie Strategic PR

Owned by Luckie & Co.  
Advertising Agency  
600 Luckie Drive, #150  
Birmingham, AL 35223  
205/877-9870  
www.luckiepr.com;  
bpia@luckie.net  
Brian Pia, Senior VP  
Food billings: \$97,495

### C. Paul Luongo Co.

545 Boylston St.  
Boston, MA 02116  
617/266-4210  
www.cpalluongo.com  
C. Paul Luongo, Pres.

### MWW Group

One Meadowlands Plaza,  
E. Rutherford, NJ 07073  
201/507-9000  
www.mww.com  
Michael W. Kempner, President &  
CEO  
Alissa Blate, EVP, Director of  
Consumer Marketing  
Cheryll Forsatz, Group VP

### Maccabee Group

211 First St., #425  
Minneapolis, MN 55401  
612/337-0087  
www.paul@maccabee.com  
Paul Maccabee, President  
Gwyn Chynoweth, Vice President  
Food billings: \$148,972

### Makovsky & Co.

575 Lexington Ave.  
New York, NY 10022  
212/508-9600  
www.makovsky.com  
Kenneth D. Makovsky, Chairman

### Maloney & Fox

89 Fifth Ave.  
New York, NY 10003  
212/243-2000  
everybody@maloneyfox.com  
Brian Maloney, Margie Fox,  
Partners  
David Orchard, New Business  
Food billings: \$281,498

### Manning, Selvage & Lee

1675 Broadway, 9th Flr.  
New York, NY 10019  
212/468-4200  
www.mspr.com  
Mark Hass, CEO

### Marina Maher Communications

830 Third Ave.  
New York, NY 10022  
212/485-6800  
marinamahercommunications.com  
Marina Maher, President  
Paula McMartin, Managing  
Director, Consumer Brands  
Julie Schumacher Ciardiello,  
Senior VP, Food & Beverage  
Practice Leader

### Marx Layne & Co.

31420 Northwestern Hwy., #100  
Farmington Hills, MI 48334  
248/855-6777  
mlayne@marxlayne.com  
Michael A. Layne, Partner  
Food billings: \$559,627

### McDowell & Piasecki Food Comms.

33 N. Dearborn  
Chicago, IL 60602  
312/201-9101  
www.mpfood.com  
Brenda McDowell, Principal

\*Food billings based on CPA-documented figures submitted to O'Dwyer's.

**McNeely Pigott & Fox PR**  
611 Commerce St.  
Nashville, TN 37203  
615/259-4000  
mmcneely@mpf.com  
Mark McNeely Sr., David Fox  
Partners  
Food billings: \$65,084

**Morgan & Myers**  
2909 Hennepin Avenue South  
Minneapolis, MN 55408  
612/825-0050  
www.morganmyers.com  
lloeb@morganmyers.com  
Lou Ann Loeb, President/Director,  
Food, Health & Nutrition  
Beth Witherspoon, R.D., MPH  
Food billings: \$421,133

**Nuffer, Smith, Tucker PR**  
707 Broadway, San Diego  
CA 92101  
619/296-0605  
www.nstpr.com  
Bill Trumpfheller, President

**Off Madison Ave.**  
80 East Rio Salado Pkwy., #711  
Tempe, AZ 85281  
480/505-4500  
www.offmadisonave.com  
David Anderson, Co-Founder,  
Managing Partner  
Food billings: \$285,000

**Ogilvy PR Worldwide**  
825 Eighth Ave.  
New York, NY 10019  
212/880-5200 www.ogilvypr.com  
Barby Siegel, Managing Dir.,  
Global Consumer Marketing

**Padilla Speer Beardsley**  
1101 West River Pkwy,  
Minneapolis, MN55415  
612/455-1700 www.psbpr.com  
Tom Jollie, Senior VP, Consumer  
Products  
Mary Jo Exley & Liz Hanlin,  
Directors, Food & Beverage  
Food billings: \$1,665,233

**PainePR**  
19000 MacArthur Blvd.,  
8th Fl., Irvine, CA 92612  
213/996-3764  
www.painepr.com  
Daryl McCullough, President  
Ben Newell, Group Director  
Food billings: \$1,168,041

**Payne Market Development**  
865 Woodside Way,  
San Mateo, CA 94401  
650/340-8311 www.tjpm.com  
Thomas J. Payne, Pres.

**The Phelps Group**  
901 Wilshire Blvd.,  
Santa Monica, CA 90401  
310/752-4400  
www.thephelpsgroup.com  
Judy Lynes, VP/PR  
Food billings: \$106,000

**Pierson Grant PR**  
6301 NW 5th Way, #2600,  
Ft. Lauderdale, FL 33309  
954/776-1999  
www.piersongrant.com  
Maria Pierson, CEO; Jane Grant,  
President  
Food billings: \$1,117,047

**Porter Novelli**  
450 Lexington Ave.  
New York, NY 10017  
212/601-8000  
www.porternovelli.com  
Mary Christ-Erwin, Director.,  
Corp. Food, Beverage &  
Nutrition Practice, Wash., D.C.

**Publicis Dialog USA**  
424 2nd Avenue West  
Seattle, WA 98119  
206/270-4664  
www.publicis-usa.com  
Steve Bryant, President  
Bonnie Gorder-Hinchey, Director,  
Culinary Center

**Qorvis Communications**  
1201 Connecticut Ave. NW  
Washington, DC 20036  
202/496-1000  
www.qorvis.com  
Michael Petruzzello, Curtis  
Robinson, Michael Tucker,  
Partners.  
Food billings: \$464,100

**RBB Public Relations**  
355 Alhambra Circle, #800 Miami,  
FL 33134  
305/448-7450  
www.rbbpr.com;  
Christine M. Barney, CEO  
Lisa Ross, President  
christine.barney@rbbpr.com  
Food billings: \$288,858

**RFBinder Partners**  
950 Third Ave., 7th Flr.  
New York, NY 10022  
212/994-7600  
www.rfbinder.com  
Amy Binder, CEO  
Frank Walton, President.  
Food billings: \$2,428,000

**Richmond PR**  
1411 Fourth Ave., #610  
Seattle, WA 98101  
206/682-6979  
www.richmondpr.com  
lorne@richmondpr.com  
Louis B. Richmond, CEO  
Lorne S. Richmond, President  
Hamilton McCulloh, Senior VP  
Food billings: \$561,071

**Rogers & Associates**  
1875 Century Park E.  
Los Angeles, CA 90067  
310/552-6922  
www.rogersassoc.com  
Ron Rogers, CEO  
Lynne M. Doll, President

**Rosica Strategic PR**  
95 Route 17 South, #109  
Paramus, NJ 07652  
201/843-5600  
pr@rosica.com  
Chris Rosica, President  
Food billings: \$183,700

**Rowland Comms. Worldwide**  
1675 Broadway  
New York, NY 10019  
212/527-8800  
www.rowland.com  
Ann Moravick, President, CEO

**Ruder Finn**  
301 E. 57th St.  
New York, NY 10022  
212/593-5898  
www.ruderfinn.com  
Bob Seltzer, Leader, Marketing  
Food billings: \$3,220,000

**Schneider & Assocs.**  
240 Newbury St.  
Boston, MA 02116  
617/536-3300  
www.schneiderpr.com  
Joan Schneider, President &  
Creative Director  
Julie Hall & Phil Pennellatore, VPs.  
Food billings: \$1,213,121

**Stanton Crenshaw Comms.**  
215 Park Ave. S., 9th flr.  
New York, NY 10003  
212/780-1900  
www.stantoncrenshaw.com  
Alex Stanton, CEO;  
Dorothy Crenshaw, President  
Food billings: \$776,000

**Alan Taylor Communications**  
14 Penn Plaza, #610,  
New York, NY 10122  
212/714-1280  
www.alantaylor.com  
Tony Signore, CEO & Partner  
Food billings: \$3,055,100

**Teuwen One Image**  
145 W. 28th St.  
New York, NY 10001  
212/244-0622  
www.teuwen.com  
Stephanie Teuwen, President  
Food billings: \$475,924

**Thorp & Co.**  
159 Alhambra Circle, #900  
Coral Gables, FL 33134  
305/446-2700  
Patricia A. Thorp, Pres.  
David Schull, Senior VP  
Food billings: \$96,949

**Travers, Collins & Co.**  
726 Exchange St., #500  
Buffalo, NY 14210  
716/842-2222  
www.traverscollins.com  
William M. Collins, Principal;  
Lynn Casteel, Executive VP  
Food billings: \$187,208

**Trevelino/Keller Comms.**  
887 W. Marietta St., #S-108  
Atlanta, GA 30318  
404/214-0722  
www.trevelinogroup.com  
Dean Trevelino, Principal  
Food billings: \$150,000

**Valencia, Perez & Echeveste**  
1605 Hope St., #250  
South Pasadena, CA 91030  
626/403-3200 www.vpepr.com  
John Echeveste, Manuel Valencia,  
Patricia Perez, Partners.  
Food billings: \$201,992

**Vollmer Public Relations**  
808 Travis, #501  
Houston, TX 77002  
713/970-2100  
www.vollmerpr.com  
Helen Vollmer, CEO  
Food billings: \$491,448

**Weber Shandwick**  
676 North St. Clair, #1000  
Chicago, IL 60611  
312/988-2400  
www.webershandwick.com  
Cathy Calhoun & Gail Heimann,  
Co-Presidents, Consumer Mktg.  
Janet Helm, Director of Food and  
Nutrition

**Widmeyer Communications**  
1825 Connecticut Ave. NW  
5th Flr., Washington, DC 20009  
202/667-0901  
www.widmeyer.com  
Scott Widmeyer, Chairman & CEO  
Food billings: \$1,200,000

**M. Young Communications**  
7 West 18th St., Third Flr.  
New York, NY 10011  
212/620-7027  
www.myoungcom.com  
Melanie Young, Founder/President  
Robert Cacciola, Director of  
Special Events

**Yecies Assocs.**  
227 West 17th St.  
New York, NY 10011  
212/727-1239 www.yecies.com  
Susan Yecies, President

**Zeno Group**  
215 Park Ave. S., 16th Flr.  
New York, NY 10003  
212/299-8888  
www.zenogroup.com  
Jerry Epstein, President & CEO  
Food billings: \$1,200,648

**Zigman-Joseph-Stephenson**  
735 West Wisconsin Ave.  
Milwaukee, WI 53233  
414/273-4680  
www.zjs.com  
Linda Stephenson, Chairman  
Craig Peterson, CEO

\*Food billings based on CPA-documented figures submitted to O'Dwyer's.